

CASE STUDIES

CAMPAIGN OVERVIEW

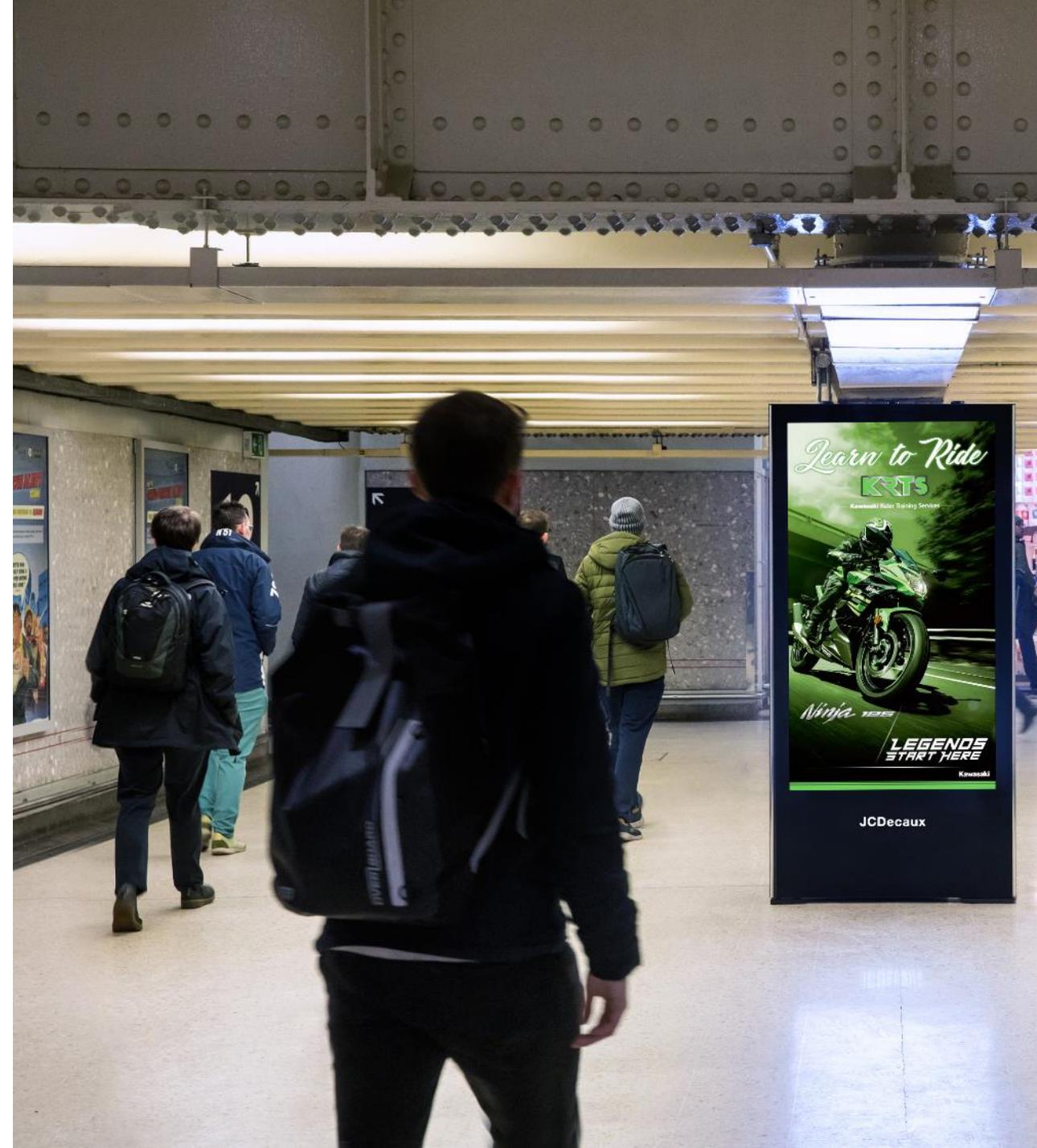
KAWASAKI

Campaign objectives

- Raise awareness of both Kawasaki brand and the Kawasaki Rider Training Services (KRTS) programme
- Efficiently reach the core target market of commuters and students living within a 15-mile radius of the five KRTS locations that most needed advertising support
- Drive search and online engagement

Campaign details

- 3 – 17 June 2019
- Digital 6-sheets at selected Channel Rail stations in proximity to KRTS training schools
- Programmatic mobile campaign retargeted audiences entering and leaving stations with Channel Rail advertising



CAMPAIGN RESULTS

- **Ad recall, brand awareness** and **purchase intent** all increased amongst target market of rail commuters
- Rail commuters were **significantly more likely** to agree they would use KRTS when compared to non-commuters
- Driving interest online: during the campaign there was a notable increase in KRTS **website visits** overall and a spike in leads
- Extending audience reach: **91%** of hits from new visitors
- Increase in engagement also continued immediately after the campaign had finished, proving the media strategy's **lasting effectiveness**

Source: MyConnections, Kawasaki web analytics





“The KRTS target audience is hard-to-reach commuters and students. Channel Rail provided the ideal high dwell time platform to communicate our rider training message to this audience, in an active mindset as they commute to and from work or university.”

Digital Out-of-Home’s flexibility enabled us to optimise our investment by selecting the locations we needed within our required 15 mile radius of supported schools. The engaging, fully-animated creative worked perfectly in conjunction with our programmatic mobile campaign that retargeted the same consumers as they entered or left the station for increased brand engagement.

JCDecaux’s research and our own analytics proved that the campaign engaged the KRTS target audience, and encouraged them to find out more about our services, and we were pleased with the results delivered.”

**Victoria Ward, Marketing Coordinator
Kawasaki Motors UK**

